

Positive Alternatives 2016 - 17 Quarterly Update

Grantee (Name and city): New Beginnings Family Services, Red Wing (DBA First Choice Clinic)

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Goal: To provide necessary services and referrals to pregnant and parenting women of Goodhue county and surrounding rural areas.

For the period/quarter: January – March 2017

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff. Attend required grant meetings. Hire new Client Advocate.		Provided guidance to grant staff. The increased incentives have proven to be effective in retaining new clients. We have also been able to re engaging clients who had lapsed and stopped coming over the past 9 months. I created a spreadsheet to help track and manage the usage of grant funds. This tool will help ensure we spend all the money awarded to us, in the appropriate categories. We also reevaluated our charting system and established more effective means of charting and running reports from our database. This will allow for more accurate reports with less effort.	
Outreach	Community promotion of Positive Alternative programming Produce a series of social media ads in efforts to increase our capacity.		We are continuing to work with our local Hispanic Outreach organization to communicate and promote our program and services available. Additionally, a lot of effort was put into promoting the Safe Sleep program. We utilized social media outlets to heighten awareness and saw very favorable results from our actions. Again, the increased incentives have proven to be effective in showing the value to new and existing clients.	

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Car Seat Program	Provide car seat education and car seat installation guidelines.	4	Provided car seat education and car seat installation guidelines to more clients than initially anticipated. The education and information was well received by the clients. Given the time of year, many conversations about bulky winter clothing occurred. Most clients commented on the challenge of how to dress the children while traveling. We were able to distribute zip in liners for infant carrier car seats.	3
Crib Distribution/ Sleep Safety Education	Provide education on sleep safety and instruction on properly using cribs safely.	21	Provided education on sleep safety and instruction on properly using cribs safely to nearly twice as many clients as anticipated! Several clients already had safe sleeping arrangements and were not in need of a crib or pack n' play. The clients who were in need of a crib/ pack n' play, expressed a high level of gratitude for receiving one through our partnership with Cradles of Hope. Alarming comments continued to be made by clients regarding current sleep arrangements. This gave our client advocates prime opportunities to educate and discuss safer options.	10
Life-Skills Education Program	Provide education on Financial planning and money management, meal planning securing safe housing, and establishing healthy relationships.	16	Provided education on various life-skills education. There is a great need for safer housing. Many of our clients indicated they do not feel safe in their current neighborhoods. They desire to relocate and are taking necessary steps (learned from the curriculum) to do so. There was also an increase in discussion around sexual integrity in regards to establishing healthier relationships.	10
Nutrition	Provide education on early prenatal care, use of folic acid, good nutrition, exercise, etc.	15	Provided education on early prenatal care, use of folic acid and good nutrition and exercise. In addition to educating our clients, we were able to distribute prenatal vitamins to 11 of our EWYL clients this quarter. Our vitamins are provided to us by the non-profit organization, Vitamin Angels.	8

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Parenting Education	Provide education on infant care, discipline, happy baby, child care resources, etc	23	Provided education on various aspects of infant care, discipline, happy baby, and child care resources. Again, we saw nearly twice as many clients than anticipated. Discipline and establishing boundaries seem to be among the most sought after resources. It has been encouraging to hear the progress from week to week from the clients who have been trying to implement new behaviors at home, in the way of boundaries and establishing habits with their children. The clients are sharing more success stories than complaints of poor behaviors displayed by their young children.	10
Pregnancy Education	Provide education on childbirth education, smoking cessation, reducing/ eliminating alcohol and drug use.	19	Provided education on various aspects of pregnancy. We have several clients that are experiencing complications during their pregnancies. Complications which include placenta previa, low amniotic fluid levels, gestational diabetes, and other common conditions. Several clients have been put on bed rest and a few have been admitted to the hospital. With these more extreme cases, we have had an opportunity to discuss at length how the clients can best take care of themselves and their babies for the duration of their pregnancies.	8
Provide Necessary Services to all clients	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	29	Provided clients with information, referrals and assistance with securing pregnancy support services. We have been intentional about directing clients to the local care clinic for medical needs we are not able to address, and also public health. Our Client Advocates are in the process of updating our resource manual, which will allow us to more efficiently direct clients to other pregnancy support services.	15
Provide Necessary Services	Provide intake assessment to determine need.	31	Provided clients with information, referrals and assistance with securing pregnancy support services. We had several clients who needed a confirmed pregnancy test to apply for MA and a few who requested	0

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Assessments Only	Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.		prenatal vitamins, STD testing and treatment but didn't wish to enroll in our Earn While You Learn program.	

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	4
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	0
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	9
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	16
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	9
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	12

Challenges:

Even with a great deal of time invested into modifying our reporting system, there are still concepts and actions that are being missed or not accurately recorded. We have improved our system exponentially, however, we are not done yet.

We have been hit with a wave of repeat clients. Most of which participated in our EWYL program in 2014/15 and are now pregnant with another child. In most cases it doesn't appear their circumstances or relationships have vastly improved, so there is a level of frustration among myself and the client advocates. The clients themselves express excitement, which is positive. They also have a measurably higher perception of self-efficacy having successfully carried, delivered and currently parenting a child already. However we feel, given it was not their intentions to get pregnant, we have an opportunity to help them establish healthier relationships and boundaries.

Comments:

We have been greatly encouraged by the number of new clients and the increase in overall client visits. I was equally encouraged by how effortless the invoicing and quarterly reporting went this time around. I've done it enough times and have created helpful documents to aid in the process and they work, better than I anticipated. There is a learning curve to being a grant recipient, I didn't realize how long it would take me to become proficient at the tasks required. I believe our center has gained credibility and increased awareness within the community because of the increase in client visits. Bottom line, more people are using our services, and more people are hearing about the positive impact we are having on our community. The Positive Alternative Grant has really allowed us to elevate our center to the next level, a benefit to us, our clients and our community.